



Docket No.: YOR920000611US1

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7/30/03

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Patent Application

5 Applicant(s): Cofino et al.
Docket No.: YOR920000611US1
Serial No.: 09/654,202
Filing Date: September 1, 2000
Group: 3625
10 Examiner: Robert E. Rhode, Jr.

I hereby certify that this paper is being deposited on this date with the U.S. Postal Service as first class mail addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450

Signature:  Date: July 8, 2003

Title: System and Method for Visually Analyzing Clickstream Data with a Parallel Coordinate System

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AMENDMENT AND RESPONSE TO OFFICE ACTION

Mail Stop Non-Fee Amendment
Commissioner for Patents
20 P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

25 In response to the outstanding Office Action, dated April 9, 2003, please amend the above-identified patent application as follows:

IN THE SPECIFICATION

30 Please replace the paragraph beginning at page 12, line 5, with the following rewritten paragraph:

35 --Next (207), by examining the generated visualizations of shoppers' activities (800) in the online store (103), business analysts understand the effectiveness of their store and/or identify one or more problems with their store such as a broken link to promoted products, or a lengthy and cumbersome checkout process. Business analysts make recommendations for store improvement based on their findings.--

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GROUP 3600